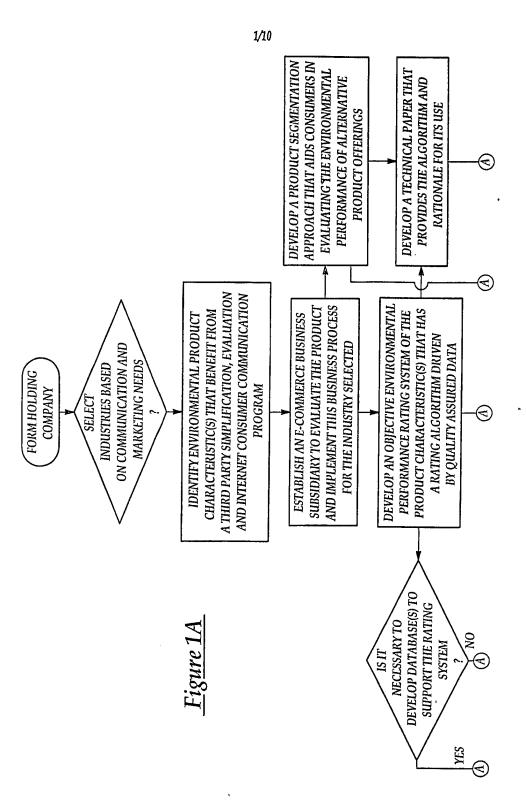
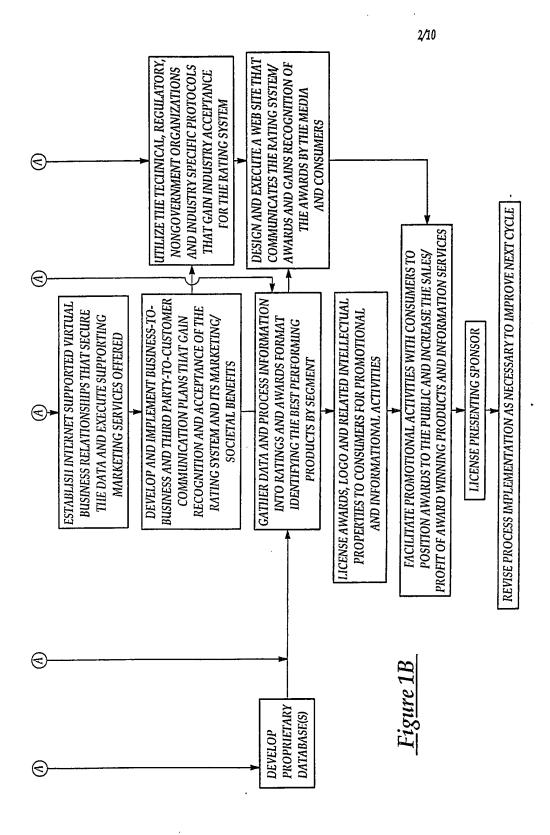
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2001 MODEL YEAR SEGMENTATION amesaward.com PASSENGER VEHICLES -135 BRAND/MODELS

COMPACT (11)

		COMIT TICE	(11/
		DAEWOOD	LEGANZA
		FORD	CONTOUR
SUBCOMPACT	CAR (28)	HYUNDAI	SONATA
	 	MAZDA	626
CHEVROLET	CAVALIER	MERCURY	MYSTIQUE .
CHEVROLET	METRO	MITSUBISHI	GALANT
CHEVROLET	PRIZM	NISSAN	ALTIMA
DAEWOOD	LANOS	OLDSMOBILE	ALERO
DAEWOOD	NUBIRA	PONTIAC	GRAND AM
DODGE	NEON	SUBARU	LEGACY
FORD	ESCORT ZX2	VOLKSWAGON	PASSAT
FORD	FOCUS		
HONDA	CIVIC	MID-SIZE (15)	•
HONDA	INSIGHT		CENTER TO V
HYUNDAI	ACCENT	BUICK	CENTURY
HYUNDAI	ELANTRA	BUICK	REGAL
KIA	SEPHIA	CHEVROLET	IMPALA
KIA	SPECTRA	CHEVROLET	LUMINA
MAZDA	PROTĖGĖ	CHEVROLET	MALIBU
MITSUBISHI	MIRAGE	DODGE	STRATUS
NISSAN	SENTRA	FORD	TAURUS
PLYMOUTH	NEON	HONDA	ACCORD
PONTIAC	SUNFIRE	HYUNDAI	XG3
SATURN	S-SERIES	MERCURY	SABLE
SUBARU	<i>IMPREZA</i>	NISSAN	MAXIMA
SUZUKI	SWIFT	OLDSMOBILE	INTRIGUE
suzuki	ESTEEM	PONTIAC	GRAND PRIX
TOYOTA	COROLLA	SATURN	L-SERIES
TOYOTA	ECHO	TOYOTA	CAMRY
TOYOTA	PRIUS	FULL-SIZE (7)	
VOLKSWAGON	GOLF	FULL-SIZE (/)	
VOLKSWAGON	JETTA	ВИІСК	LASABRE
		CHRYSLER	CONCORDE
		DODGE	INTREPID
Figu	<u>re 2A</u> a	FORD	CROWN VICTORIA
	<u>- · . — </u>	MERCURY	GRAND MARQUIS
		PONTIAC	BONNEVILLE
		TOYOTA	AVALON

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Figure 2 A h		EAR SEGMENTATIO	N 4/10
Figure 2Ab		esaward.com CLES -135 BRAND/MO	ODELS
PREMIUM (19)		LUXURY (21)	
ACURA	TL	ACURA	CL
AUDI	A4/S4	ACURA	RL
AUDI	A6	AUDI	A8
BMW	3-SERIES	BMW	5-SERIES
BUICK	PARK AVENUE	BMW	7-SERIES
CADILLAC	CATERA	BMW	8-SERIES .
CHRYSLER	LHS	CADILLAC	DEVILLE
CHRYSLER	300M	CADILLAC	ELDORADO
INFINITI	G20	CADILLAC	SEVILLE
INFINITI	I30	INFINITI	Q45
LEXUS	ES 300	JAGUAR	S-TYPE
LINCOLN	LS	JAGUAR	XJ
MAZDA	MILLENIA	LEXUS	GS 300/400
MERCEDES-BENZ	C-CLASS	LEXUS	LS 400
MITSUBISHI	DIAMANTE	LINCOLN	CONTINENTAL
OLDSMOBILE	AURORA	LINCOLN	TOWN CAR
SAAB	9-3	MERCEDES-BEN	IZ CL500
VOLVO	40	MERCEDES-BEN	IZ E-CLASS
VOLVO	70	MERCEDES-BEN	IZ S-SERIES
SPORTY CAR (18	3)	SAAB	9-5
ACURA	NSX	VOLVO	S80
ASTON MARTIN	DB7	SPORTS CAR (1)	6)
AUDI	TT	ACURA	INTEGRA
BMW	Z 3	CHEVROLET	CAMARO
CHEVROLET	CORVETTE	CHEVROLET	MONTE CARLO
DODGE	VIPER	CHRYSLER	PT CRUISER
FERRARI	456 MGT/MGTA	CHRYSLER	SEBRING
FERRARI	550 MARANELLO	DODGE	AVENGER
HONDA	S2000	FORD	MUSTANG
JAGUAR	XK8	HONDA	PRELUDE
LEXUS	SC 300/400	HYUNDAI	TIBURON
MAZDA	MIATA	MERCURY	COUGAR
MERCEDES-BENZ	CLK	MITSUBISHI	ECLIPSE
MERCEDES-BENZ	SLK	PONTIAC	FIREBIRD/TRANS AM
MERCEDES-BENZ	SL-CLASS	TOYOTA	CELICA
PLYMOUTH	PROWLER	TOYOTA	SOLARA
PORSCHE	911	VOLKSWAGON	CABRIO
PORSCHE	BOXSTER	VOLKSWAGON	NEW BEETLE

REPLACEMENT PAGE

- 4		
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2001 MODEL YEAR SEGMENTATION

amesaward.com VANS AND LIGHT TRUCKS - 84 BRAND/MODELS

MINIVAN (15)

CHEVROLET	ASTRO
CHEVROLET	VENTURE

CHRYSLER TOWN & COUNTRY

CHRYSLER VOYAGER

DODGE CARAVAN
FORD WINDSTAR
GMC SAFARI CHEVROLET SILVERADO 1500/2500

HONDAODYSSEYDODGERAM 1500MAZDAMPVFORDF-150MERCURYVILLAGERGMCSIERRA 1500

MERCURYVILLAGERGMCSIERRA 1500NISSANQUESTLINCOLNBLACKWOODOLDSMOBILESILHOUETTETOYOTATUNDRA

OLDSMOBILE SILHOUETT
PONTIAC MONTANA
TOYOTA SIENNA
VOLKSWAGON EUROVAN

FULL SIZE VAN (4)

CHEVROLET DODGE	G1500/2500 B1500/2500	COMPACT SUV (13)				
FORD	E150/250	CHEVROLET	TRACKER			
GMC	G1500/2500 SAVANA	FORD	ESCAPE			
		HONDA	CR-V			
		HYUNDAI	SANTA FE			
		ISUZU	AMIGO			
COMPACT P.	ICKTP (8)	ISUZU	VEHICROSS			
		JEEP	WRANGLER			
CHEVROLET	S-10	KIA	SPORTAGE			
DODGE	DAKOTA	MAZDA	TRIBUTE			
FORD	RANGER	SUBARO	FORESTER VITARA GRAND VITARA RAV4			
GMC	SONOMA	SUZUKI				
ISUZU	HOMBRE	SUZUKI				
MAZDA	B-SERIES	TOYOTA				
NISSAN	FRONTIER	1010111				
TOYOTA	TACOMA					

2001 MODEL YEAR SEGMENTATION amesaward.com VANS AND LIGHT TRUCKS - 84 BRAND/MODELS

MID-SIZE SU	V (23)	FULL-SIZE SU	IV (15)
ACURA	MAV/MDX	ACURA	SLX
виіск	RENDEZVOUS	<i>BMW</i>	X5
CHEVROLET	BLAZER	CADILLAC	ESCALADE
DODGE	DURANGO	CHEVROLET	SUBURBAN
FORD	EXPLORER	CHEVROLET	TAHOE
GMC	JIMMY	FORD	EXPEDITION
HONDA	PASSPORT	GMC	YUKON
INFINITI	QX4	GMC	YUKON XL
ISUZU	RODEO	HUMMER	H1
ISUZU	TROOPER	LAND ROVER	RANGE ROVER
JEEP	CHEROKEE	LEXUS	LX 470
JEEP	GRAND CHEROKEE	LINCOLN	NAVIGATOR
LAND ROVER	DISCOVERY	MITSUBISHI	MONTERO
LEXUS	RX 300	TOYOTA	LAND CRUISER
MERCEDES-BENZ	M-CLASS	TOYOTA	SEQUOIA
MERCURY	MOUNTAINEER		
MITSUBISHI	MONTERO SPORT		
NISSAN	PATHFINDER		
NISSAN	XTERRA		
OLDSMOBILE	BRAVADA		
PONTIAC	AZTEK		
TOYOTA	HIGHLANDER		
TOYOTA	4RUNNER		

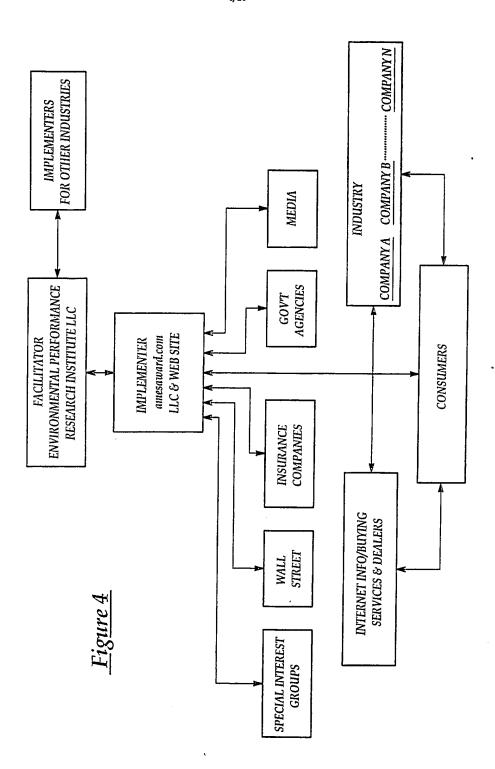
<u>Figure 2Bb</u>

2000 MODEL YEAR AMES AWARD WINNERS amesaward.com

			PASSENGER VEHICLES	HCLES				
CLASS					PREMIUM LUXURY		SPORTY	SPORTS
(# OF ENTRIES	(# OF ENTRIES) SUBCOMPACT (26)	COMPACT	MID-SIZE (15)	FULL-SIZE (7)	(18)	_	CAR (15)	CAR (15)
BEST	HONDA INSIGHT	SUBARU LEGACY	SUBARU LEGACY HONDA ACCORD TOYOTA AVALON INFINITI G20 MERCEDES	TOYOTA AVALON	INFINITI G20	MERCEDES	VW CABRIO MERCEDES	MERCEDES
						E-CLASS		CLA
PREFERRED	CHEVROLET PRIZM	VW PASSAT	CIEVROLET IMPALA BUICK LASABRE ACURA TL	BUICK LASABRE	ACURA TL	ACURA RL	INTUNDAL	AUDITT
	FORD FOCUS	MAZDA 626	CHEVROLET MALIBU		INFINITI 130	NFINITI 130 BMW 5 SERIES	TIBURON	COUPE
	HONDA CIVIC		SATURN L. SERIES		SAAB 9-3	LEXUS	-	HONDA
	SUZUKI ESTEEM		TOYOTA CAMRY		NOTNO	GS300/400	CELICA	S2000
	TOYOTA COROLLA				40 SERIES	NOLVO 580	TOYOTA	MAZDA
	ТОУОТА ЕСНО						SOLARA	MIATA MX-5
					•			MERCEDES
								SLK230

	7/.	10									
COTATA			FIII I SIZE	SUV (12)	ISUZU TROOPER		BMW X5	HONDA PASSPORT FORD EXPEDITION			
			MID-SIZE	SUV (15)	LEXUS RX300		TOYOTA RAV4 FORD EXPLORER	HONDA PASSPORT	ISUZU RODEO	MERCURY	MOUNTAINFER
			COMPACT	(6) AINS	SUBARU	FORESTER	TOYOTA RAV4				
		VANS/LIGHT TRUCKS	FULL-SIZE	PICKUP (8)	FORD E150/E250 GMC SONOMA TOYOTA TUNDRA						
		NANS/LIG	COMPACT	PICKUP (8)	GMC SONOMA		CHEVROLET S-10				
			FULL-SIZE	VAN (4)	FORD E150/E250						
				(# OF ENTRIES) MINIVAN (15)	HONDA ODYSSEY		CHEVROLET ASTRO	FUKU WINDSTAR	MERCURY VILLAGER		
			CLASS	(# OF ENTRIES	BEST		PREFERRED				

Figure 3



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E-COMMERCE INFO/BUYING SERVICES

PROFITABLE LINKAGES/ADVERTISING

- ENVIRONMENTAL STEWARDSHIP - DIEFERENTIATING CONTENT

SPECIAL INTEREST GROUPS **NSURANCE COMPANIES** STAKEHOLDERS GOV'T AGENCIES WALL STREET MEDIA

- OBJECTIVE MEASUREMENT NEW MODEL OF MARKET-LOOT
- LOWING RISK OF EXPOSURE TO COMPANIES AND PRODUCTS **CNVIRONMENTAL SENSITIVE** ENVIRONMENTAL DAMAGE BASED ENVIRONMENTAL - IDENTIFICATION OF THE TRUTH ABOUT HARM CAUSED BY IMPROVEMENT

ENVIRONMENT

-1.8 MM. LESS CO₂ -41% LESS NO_X

USING THE INTERNET TO TIE

TOGETHER TRADITIONAL

(* BOTTOM QUARTILE REPLACED BY TOP QUARTILE - 2000 MODEL YEAR)

CUSTOMERS **AUTO INDUSTRY**

PROVIDERS AND COMMUNICATIONS

WITH NEW INTERNET SERVICE

MEDIA (i.e., TV - NETWORK CABLE, PRINT AND RADIO)

- SATISFIES AN UNFULFILLED · LOWERS MEDICAL COSTS DECREASES OPERATING **NEED TO SUSTAIN THE** · IMPROVES HEALTH ENVIRONMENT COSTS - BETTER PUBLIC IMAGE BRAND/MODELS ARE - BEST PERFORMING IMPROVED STOCK **INCREASED SALES** REWARDED WITH

ENVIRONMENTALLY SENSITIVE

PRODUCTS

LESS IMPACT BY VEHICLES*

-26% LESS VOC'S

